

BUSINESSEUROPE



SMEs & EU Trade Policy

Breakfast meeting on 9 February 2011

SMEs & international trade

- SMEs engaged in international trade
 - More internationally active than USA, Japan
 - 25% export or have exported
 - 13% outside internal market
 - Supply chain competitiveness



SMEs & international trade

- Trade policy to open markets
 - WTO Doha Round
 - Bilateral Free Trade Agreements
 - Market Access Strategy

- Trade policy to support business
 - Customs
 - Export credit
 - Export controls (Iran sanctions)



SMEs & international trade

- Specific SME challenges
 - Lack information about FTAs
 - Using Trade Defence Instruments
 - Burdensome customs rules
 - Protecting investment (including IPR)



SMEs & international trade

- Way forward for EU
 - Consolidate information services
 - Educate on opportunities of FTAs
 - Access to EU delegations
 - Build on practice of export consortia
 - MAP business organisations (EU, EBO, national , local)
 - Reach SMEs at local level (not Brussels!)

